

INSTITUTE *for*  
LUXURY HOME  
MARKETING®

*Home of the CLHMS™*

DECEMBER  
2024

JACKSONVILLE  
BEACHES  
FLORIDA

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FERNANDINA BEACH TO ST AUGUSTINE BEACH

[www.LuxuryHomeMarketing.com](http://www.LuxuryHomeMarketing.com)

# JACKSONVILLE BEACHES

SINGLE-FAMILY HOMES

Luxury Benchmark Price<sup>1</sup>: **\$845,000**

## LUXURY INVENTORY VS. SALES | NOVEMBER 2024

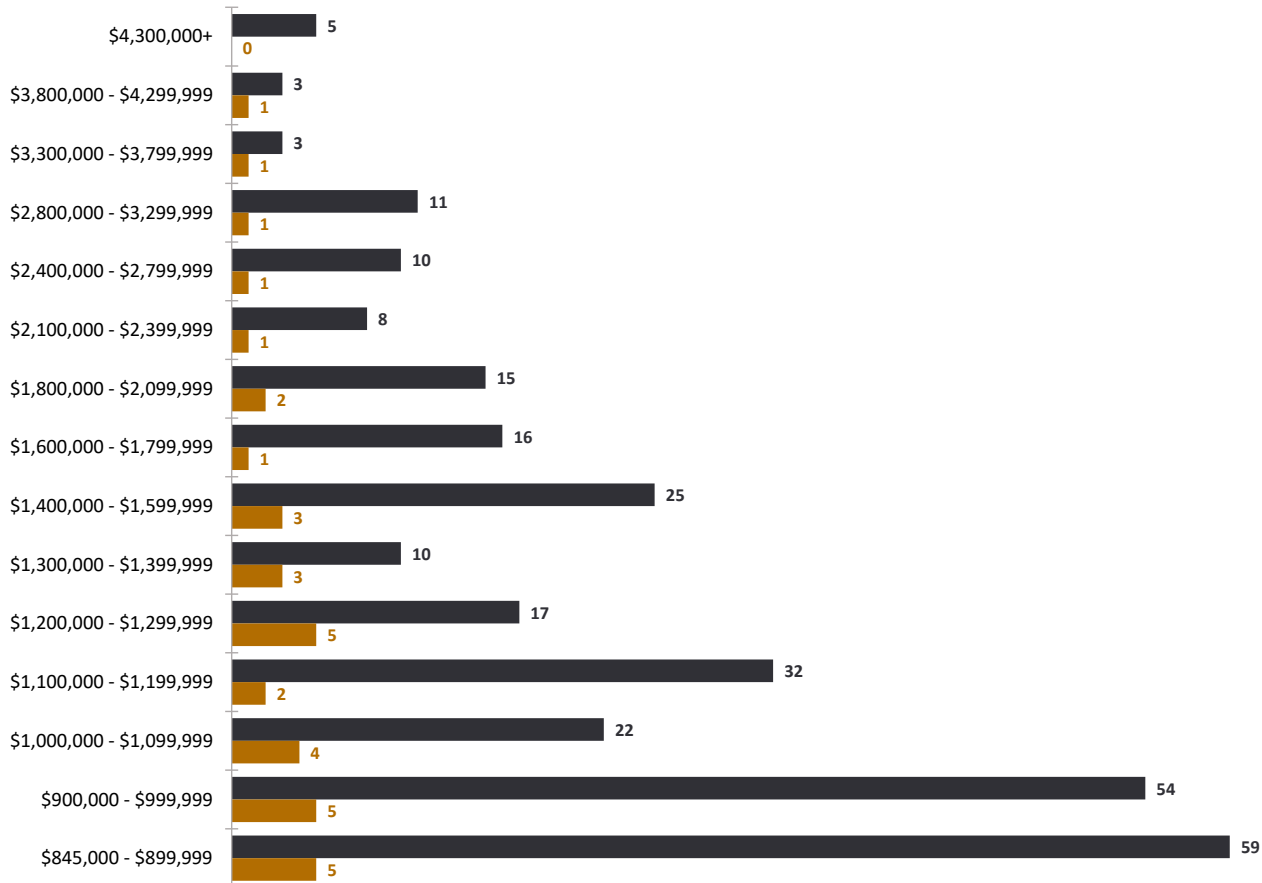
Total Inventory: **290**

Total Sales: **35**

Total Sales Ratio<sup>2</sup>: **12%**

Balanced Market

Inventory Sales



Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,999	NA	NA	NA	0	23	0%
2,000 - 2,999	\$1,030,000	4	3	15	104	14%
3,000 - 3,999	\$1,170,477	4	4	14	121	12%
4,000 - 4,999	\$1,979,500	5	6	6	33	18%
5,000 - 5,999	NA	NA	NA	0	2	0%
6,000+	NA	NA	NA	0	6	0%

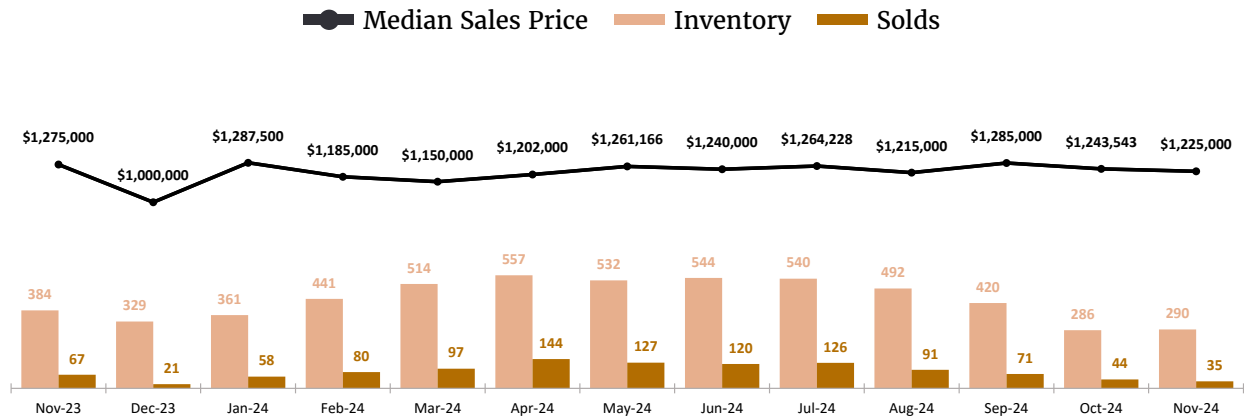
<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS<sup>®</sup> data reported previous month's sales exceeded current inventory.

# JACKSONVILLE BEACHES

SINGLE-FAMILY HOMES

Luxury Benchmark Price<sup>1</sup>: **\$845,000**

## 13-MONTH LUXURY MARKET TREND<sup>4</sup>



## MEDIAN DATA REVIEW | NOVEMBER

### TOTAL INVENTORY

Nov. 2023    Nov. 2024  
**384**    **290**

VARIANCE: **-24%**

### TOTAL SOLDS

Nov. 2023    Nov. 2024  
**67**    **35**

VARIANCE: **-48%**

### SALES PRICE

Nov. 2023    Nov. 2024  
**\$1.28m**    **\$1.23m**

VARIANCE: **-4%**

### SALE PRICE PER SQFT.

Nov. 2023    Nov. 2024  
**\$434**    **\$380**

VARIANCE: **-12%**

### SALE TO LIST PRICE RATIO

Nov. 2023    Nov. 2024  
**96.60%**    **96.57%**

VARIANCE: **0%**

### DAYS ON MARKET

Nov. 2023    Nov. 2024  
**33**    **52**

VARIANCE: **58%**

## JACKSONVILLE BEACHES MARKET SUMMARY | NOVEMBER 2024

- The single-family luxury market is a **Balanced Market** with a **12% Sales Ratio**.
- Homes sold for a median of **96.57% of list price** in November 2024.
- The most active price bands are **\$3,300,000-\$3,799,999** and **\$3,800,000-\$4,299,999**, where the sales ratio is **33%**.
- The median luxury sales price for single-family homes is **\$1,225,000**.
- The median days on market for November 2024 was **52** days, up from **33** in November 2023.

<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.

## LUXURY INVENTORY VS. SALES | NOVEMBER 2024

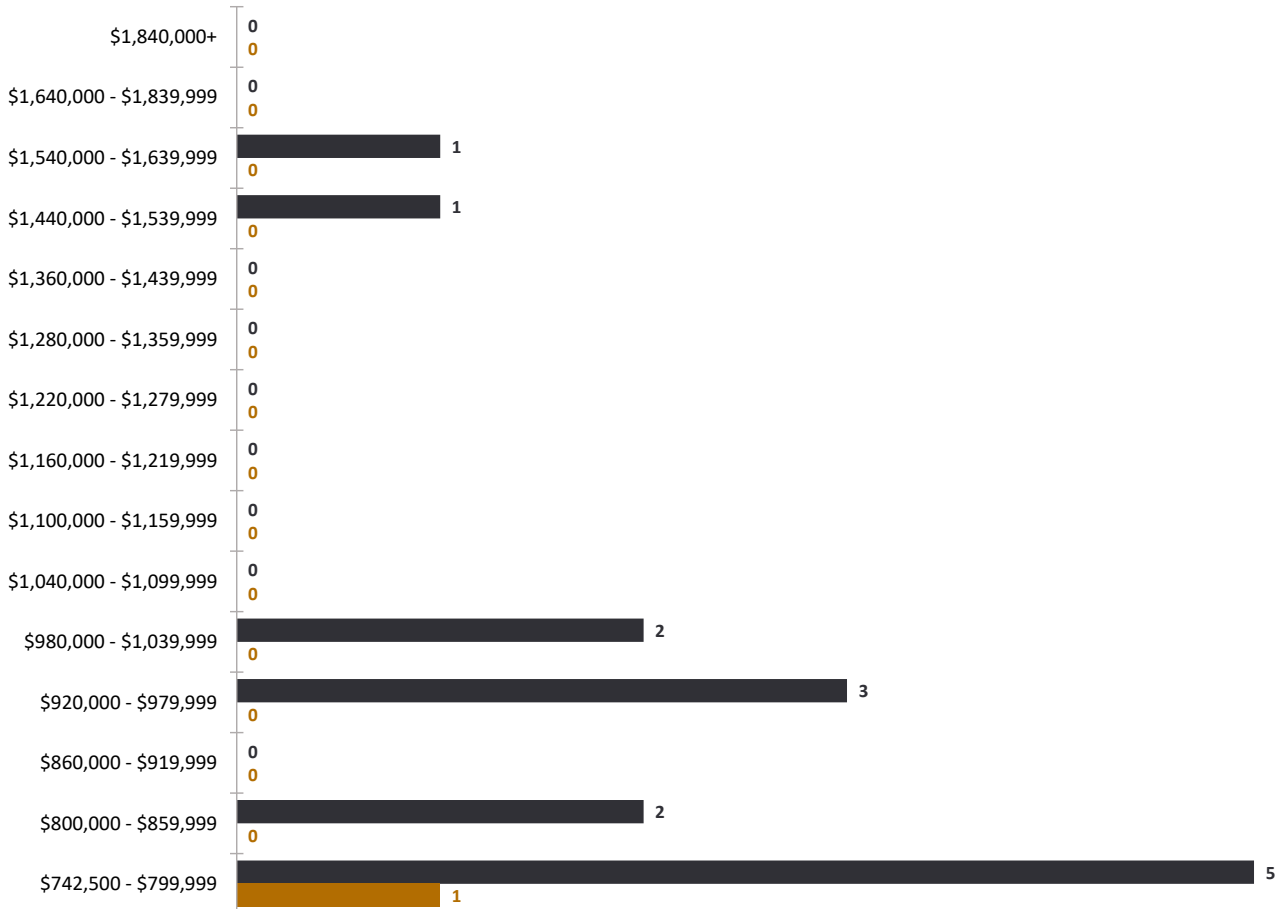
Total Inventory: **14**

Total Sales: **1**

Total Sales Ratio<sup>2</sup>: **7%**

Buyer's Market

Inventory Sales



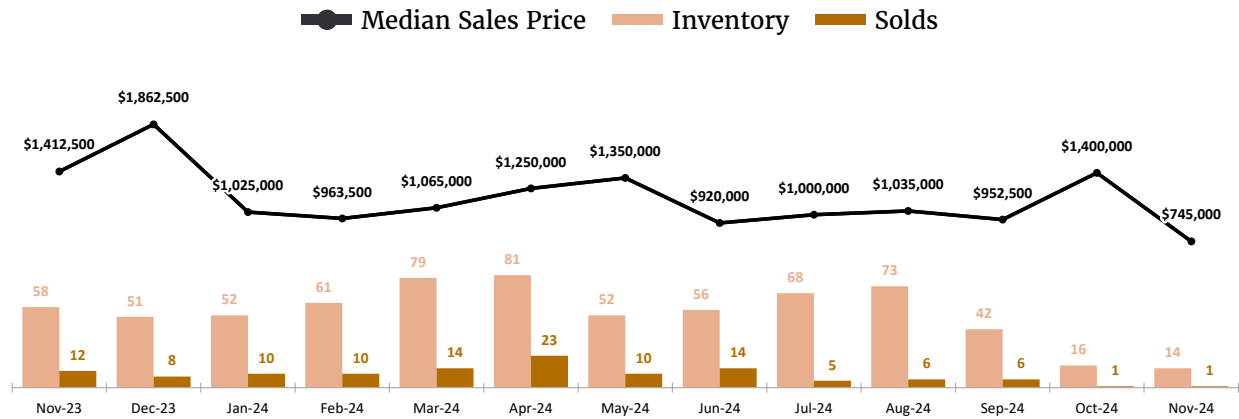
Square Feet <sup>3</sup> -Range-	Price -Median Sold-	Beds -Median Sold-	Baths -Median Sold-	Sold -Total-	Inventory -Total-	Sales Ratio -Sold/Inventory-
0 - 1,499	\$745,000	2	3	1	5	20%
1,500 - 1,999	NA	NA	NA	0	4	0%
2,000 - 2,499	NA	NA	NA	0	3	0%
2,500 - 2,999	NA	NA	NA	0	1	0%
3,000 - 3,499	NA	NA	NA	0	0	NA
3,500+	NA	NA	NA	0	0	NA

<sup>1</sup>The luxury threshold price is set by The Institute for Luxury Home Marketing. <sup>2</sup>Sales Ratio defines market speed and market type: Buyer's < 12%; Balanced >= 12 to < 21%; Seller's >= 21%. If >100% MLS<sup>®</sup> data reported previous month's sales exceeded current inventory.

# JACKSONVILLE BEACHES

ATTACHED HOMES  
Luxury Benchmark Price<sup>1</sup>: **\$742,500**

## 13-MONTH LUXURY MARKET TREND<sup>4</sup>



## MEDIAN DATA REVIEW | NOVEMBER

### TOTAL INVENTORY

Nov. 2023    Nov. 2024  
**58**        **14**

VARIANCE: **-76%**

### TOTAL SOLDS

Nov. 2023    Nov. 2024  
**12**        **1**

VARIANCE: **-92%**

### SALES PRICE

Nov. 2023    Nov. 2024  
**\$1.41m**    **\$745k**

VARIANCE: **-47%**

### SALE PRICE PER SQFT.

Nov. 2023    Nov. 2024  
**\$707**        **\$700**

VARIANCE: **-1%**

### SALE TO LIST PRICE RATIO

Nov. 2023    Nov. 2024  
**100.00%**    **96.88%**

VARIANCE: **-3%**

### DAYS ON MARKET

Nov. 2023    Nov. 2024  
**27**        **52**

VARIANCE: **93%**

## JACKSONVILLE BEACHES MARKET SUMMARY | NOVEMBER 2024

- The attached luxury market is a **Buyer's Market** with a **7% Sales Ratio**.
- Homes sold for a median of **96.88% of list price** in November 2024.
- The most active price band is **\$742,500-\$799,999**, where the sales ratio is **20%**.
- The median luxury sales price for attached homes is **\$745,000**.
- The median days on market for November 2024 was **52** days, up from **27** in November 2023.

<sup>3</sup>Square foot table does not account for listings and solds where square foot data is not disclosed.

<sup>4</sup>Data reported includes Active and Sold properties and does not include Pending properties.